

A. A. N. Convention, July 19-21, Hotel Stevens, Chicago

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LV No. 11

JUNE 1, 1932

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—Southern Florist and Nurseryman

39 State St., Rochester, N. Y.

## AMERICAN NURSERYMAN ---- June 1, 1932

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I. M. GEMINDER  
General Manager

**WHAT THIS MAGAZINE STANDS FOR**—Clear chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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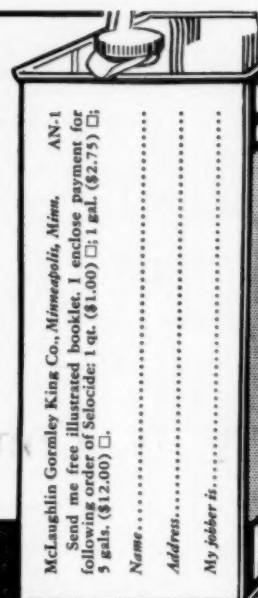
## Now you can WIPE OUT Red Spiders One Spray Kills More than 90%

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### SELOCIDE *Slaughters* RED SPIDERS



### DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, Secy., Louisiana, Mo. July 19-21, 1932; West Baden Springs, Ind.

Alabama Nurserymen's Association—H. A. Pauly, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—W. M. Moberly, Secy., Sulphur Springs. 1932: Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal. Sept. 22-24, Riverside, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association—Chas. K. Ballie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Russell Harmon, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—W. R. Welch, Secy., Geneva, N. Y.

Illinois Nurserymen's Association—Miles W. Bryant, Secy., Princeton.

Iowa Nurserymen's Association—C. C. Smith, Secy., Charles City.

Long Island Nurserymen's Association—H. Fiel, Secy., Lynbrook, L. I.

Ass'n of Kansas Nurserymen—Charles Scott, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., Sparta.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, Secy., West Newbury.

Michigan Association of Nurserymen—N. I. W. Krlek, Secy., Lansing.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

Missouri Nurserymen's Association—William A. Weber, Secy., Afton.

Nebraska Nurserymen's Association—Ernst Herminghaus, Sec'y., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, Secy., New Brunswick.

New York Nurserymen's Association—Charles J. Maloy, Secy., Rochester.

Northern Retail Nurserymen's Association—H. G. Loftus, Secy., 19 Arthur Ave. S. E., Minneapolis, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, Secy., 4060 E. Main St., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 5310 Belle Isle Ave., Okla. City.

Oregon Nurserymen's Ass'n.—Eldon Dering, Secy., Peterson & Dering, Portland.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. Aug. 30-31, Sept. 1, 1932, Portland, Ore.

Pennsylvania Association of Nurserymen—H. L. Haupt, Hatboro, Pa.

Rhode Island Nurserymen's Association—V. A. Vanicek, Secy., Newport.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—Chas. N. Keiter, Secy., 159 So. Balm Dr., Beverly Hills, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Charlotte, N. C. 1932: August 24-25, Chattanooga, Tenn.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, sec'y., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Virginia Nurserymen's Association—W. N. Roper, Secy., Petersburg. August 15, Roanoke.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Secy., Estevan, Sask.

Wisconsin Nurserymen's Association—M. C. Hepler, sec'y., Pardeeville.

### YOU CAN REACH NURSERYMEN

In Advance of the Chicago

## American Association Convention

With your Special Business Announcement in the forthcoming semi-monthly editions of the lively

### AMERICAN NURSERYMAN *The Mirror of the Trade*

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"It keeps goods moving. It inspires confidence. It creates or augments good will. In order to accomplish these beneficent results, advertising must strike the public consciousness unremittingly. Any abrupt hiatus, any extended absence of the advertiser's message may be disastrous."—Dr. Julius Klein, Assistant Secretary of Commerce, Washington, D. C.

FORMS FOR JUNE 15 ISSUE CLOSE JUNE 8th-10th.

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AMERICAN FRUITS PUBLISHING COMPANY P. O. Box 124 ROCHESTER, N. Y.

*The Nurseryman's Forte:  
To Make America More Beautiful and Fruitful*

# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LV

ROCHESTER, N. Y., JUNE 1, 1932

No. 11

## A. A. N. Convention Meets In Chicago This Year

Closing of West Baden Springs Hotel Necessitates Change of Meeting Place—Hotel Stevens, Chicago, Selected by Executive Committee—Dates Remain Same

**C**HANGE of meeting place for the annual convention of the American Association of Nurserymen has been necessitated because of the fact that the West Baden Springs Hotel is to be closed July 1st.

The A. A. N. executive committee has selected Chicago with Hotel Stevens as headquarters. The hotel makes very special rates for the Nurserymen:

1 Person	...\$3.00	\$4.00	\$5.00
2 People	...\$4.00	\$4.50	\$5.00
Twin Beds	...\$6.00	\$7.00	\$8.00

John F. Bowman, Convention Manager of Hotel Stevens, has advised Secretary Sizemore that each member of the association who wants a \$3.00 room will get it or two people wanting a \$4.00 room will get it. All rooms are equipped with private bath.

This hotel offers the finest modern conveniences, excellent rooms for exhibits, extensive first floor lobby space, lounge for ladies, large coffee shop below lobby floor where a good meal can be secured at a very reasonable price. The hotel is located on the lake front on through Lake Shore Drive, with fine accessible parking space. Swimming and boating features are stressed for the pleasure of convention attendants.

Reservations should be made at once at Hotel Stevens, Chicago. The convention dates remain the same: July 19-20-21.

Plans for the convention program are practically completed and will be available soon. One of the features will be the proposition to organize an association of the retailers. It is expected A. C. Hanson will present this subject.

### Supply Below Normal For 1933

Arizona Citrus Nurserymen's Association reports that available citrus stock will run 50% or more below normal for spring 1933. Winter freezes, and fewer plantings due to business conditions are given as reasons for the smallest amount of budded citrus stock available than at any time in the last six years. Members of the association are making plans to bring the supply up to normal in 1934.

Tree surgeons are experimenting on trees affected with oak root fungus, in Orange Co., Cal., in the hopes of effecting a cure.

### State Nurseries Situation

The committee on State Nurseries covering our association territory has been active the past year with some interesting detail results to report. In summarizing the situation thus developed, it appears that appropriations are being made by the federal government to various colleges on conditions that funds in similar amounts are received from each state, on the presumption that these colleges are equipped scientifically to carry on a Nursery business in promotion of woodlot forestry. As a matter of fact they have with good intentions assumed to perform such service, while in reality, after several years of endeavor, there is no definite showing of windbreak and woodlot forestry from that source of supply, even to the extent of 10 per cent efficiency other than mere presumption that results justify such activity.

The governor of one of our coast states disapproved of such procedure as paternalistic and wasteful. Arthur M. Hyde, secretary of agriculture, advises that it is for each state to determine whether appropriations for the purposes are to continue, as funds from the federal government cease when the state does not include the prorata item in the college budget.

The question is also raised from the taxpayer's viewpoint as to whether any educa-

tional institution established for scientific instruction should engage in any line of activity in competition with private business, and especially in performance based on presumption as contrasted with scientific principles, as appears to be the case in such Nursery activity.—C. A. Tonneson

**Fertilizer licenses**—The state of California requires that Nurserymen and florists handling fertilizer for sale in California must have a state license to do so. The Nursery license does not include this.

### A. A. N. Headquarters Hotel

The Stevens Hotel, Headquarters for the A. A. N. convention, July 19-21, Chicago, Ill., is the largest in the world, representing an investment of \$27,000,000. The building occupies a ground area 402 by 178 feet and is 25 stories in height, with a four-story tower. The Stevens has its own ice cream factory, its own laundries, its own candy factory, printing establishment and power plant. The house surgeon has a completely equipped two-ward hospital and operating room. From the roof garden promenade one can see the cliffs and dunes of Michigan. A 101-foot reservoir stores water for bathing and drinking purposes. The Grand ballroom seats 4,000 guests. There is an army of 2500 employees and 14 passenger elevators to give the best of service. These and many other fine points are credited to the A. A. N. convention headquarters hotel—yet the rates to Nurserymen are nominal: \$3 single, \$4 double; every room with a private bath.



## Trade Outlook As Seen by a Nurseryman

**Better Times Here But Trade Is Unprepared—Lessons Taught By Depression Should Be Practiced—Wide-Awake Nurserymen Will Reap First Profits**

WITH the end of the season so near at hand, it may prove interesting to study and look around to see how some of the Nurserymen are feeling. Generally speaking: The past season has again proved better than expected. Especially interesting is it to note that firms which have kept up their prices, regardless of the very unhealthy competition seen in many localities, are feeling better than the ones which have tried to beat the price cutters at their own game.

### Direct-to-Public Sales

After all is said and done, the influence of the unlimited selling of Nursery products through hitherto unknown channels, however disastrous for the moment it may have been for many of our brethren, will prove in the long run a blessing. It shows us clearly that we have made a mistake in thinking that our product was only intended for the upper classes. And if the same Nurserymen who are now sacrificing their products at a price far below the cost of production will wake up and start a campaign of selling direct to the public, the low prices of today may still prove a boon to the trade.

### Store Sales Aid Nursery Business

Without doubt many of us have learned that if the new class of customers, created through these much despised lower prices, were able to buy direct from a Nursery at even slightly higher prices, at least 75% of them would be glad to do so. The store which is handling our products without necessary facilities and without help schooled in the peculiarities of our trade, is doing us indirectly a favor, by making the public sick of this kind of service and getting them to be on the outlook for a source of supply where they get satisfactory results with the plants bought.

### Offer Something New

We from our side have made many mistakes in the past. One of them being our idea that landscaping was something out of the ordinary and should therefore be charged accordingly. We also have lost sight of the fact that our public will get fed up if we continually offer the same bill of fare. It has been my experience that the Nurseryman who dares to offer something new in his territory is the one who gets the best of the trade.

Show a plant, even of an old variety, in a new color or shape and the demand will rise. So many of our would-be customers turn out to be visitors, simply because they don't see something to attract and hold their attention. Row upon row of Vanhouttes, Norway spruce, Globe arborvitae, Silver Maples, etc., etc., may look very neat, but no drawing cards. Show however, for example, a group of different Oriental Poppies in bloom, or an apple tree, trained as a Spaller, or a well grown standard rose in bloom and the visitor will become a customer, who not only buys the out of the ordinary, but the common plants as well, in as far as he has gotten the impression of dealing with a fellow who knows his stuff.

### Trade Prepared For Better Times?

All in all our trade is still in the growing stage. As soon as we feel more the in-

### Insect Control Should Begin With Root Treatment

Present day spraying methods are wrong, according to Dr. J. W. Morrow, Portland, Ore., physician and amateur horticulturist. He says in Western Florist and Nurseryman:

"Florists, fruit growers and Nurserymen are using the same methods today which were in use 50 years ago. The upper surface of a plant leaf, the surface exposed to the elements, is hermetically sealed for the protection of the plant. The lower surface which does not come in direct contact with the elements, acts as the lungs of the plant. When the lung surface is sprayed from below, with sulphur, lime or arsenic, the air is cut off from the plant. The lungs are thus made useless.

"Diseased or bug-ridden plants, vegetables, flowers or shrubs in the future will be accorded the same treatment now given to ailing human beings. Sterilization is the secret. More than one-half of a growing plant's vitality is ordinarily wasted in protecting itself from constant attacks by worms, insects and parasites. My idea is to sterilize the roots or seed before planting and then spray with my solution any fertilizer which may be used. The ground is then prepared and sprayed before the plants are placed in it."

An area from 10 to 12 inches around each plant should be treated to get the best results, in Dr. Morrow's opinion. One treatment would last at least one season and plants or flowers gain added color and size after being sprayed with the solution. The spray results in instant death to insects, cut-worms, earwigs and parasites which naturally feed on plant leaves and roots.

Dr. Morrow compares the plant treated with his solution to a human body which has been surrounded by favorable conditions and protected by proper sterilization. He plans to make his plants so strong and healthy that they will be immune from attacks.

The solution is very inexpensive, accord-

ing to Dr. Morrow, and has been known and used in the science of medicine for more than 100 years. It consists of potash mixed with powerful poisons.

Dr. Morrow said: "A grower should not attempt to prevent plant infection or to attempt a cure by spraying only the surface of the leaves. The treatment should begin with the roots.

"Also a human body could not be cured of an ailment instantly. It might take from two to four weeks for the solution to take effect on a growing plant."

### AMERICAN ROSE SOCIETY

Robert Pyle, West Grove, Pa., Secy.

The annual meeting of the American Rose Society will be held at Toronto, Canada, June 27-28, 1932; headquarters at the Royal York Hotel. Regular sessions of the American Rose Society will be held at 2:30 and 7:30 p. m. on Monday, June 27, 1932.

Tuesday morning, June 28th, inspection of two Municipal Gardens, Tuesday afternoon Rose Show of the Rose Society of Ontario. In the evening of the 28th, the Premier of Ontario will present important awards, including the Nicholson Challenge Bowl.

For members who can remain to the 29th, trip to Brampton, the location of the Dale Estate, and to Guelph, where is located the Ontario Agricultural College and the Rose Society of Ontario's Test Garden.

### S. A. Horticultural Cooperative

Convinced that the best means of defending their interests lies in cooperation, says the Buenos Aires Standard under date of April 15, the horticulturists of Lules have recently begun to take the first steps toward the formation of a cooperative, in which they place their highest hopes. In the past two great drawbacks have hindered the prosperity of this region, which are respectively the fall in value of their products, owing to the absence of markets for their goods and the excessive profits taken by the middlemen of the coastal district, and again the excessive rents which they have been required to pay for their lands; which handicaps they hope to eliminate by their cooperative.

### Beetle Traps Improved

The traps used this year for catching Japanese beetles in the area under quarantine will not have to be emptied by hand every time it rains, as they have in past seasons. Slots cut in the bottom of the containers will permit the rain water to run out, thus reducing the labor of operation. These slots are cut, at small cost, with a special device developed by the Plant Quarantine and Control Administration of the United States Department of Agriculture.

Japanese beetle traps are placed at strategic points surrounding most of the quarantined area during the time the adult insects are in flight, not primarily to destroy as many beetles as possible, but rather to provide information on the spread of the infestation.

"The Dutchman"

# Credit Problems of the Industry Discussed

**Indefinite Credit Policy Contributing Cause in All Cases of Failure—Losses Through Properly Controlled Credit Very Small—Expert's Suggestions**

By F. A. Martinetti, Bradstreet Company, Manager Tacoma, Wash., Office

Regarding credit problems of the trade, Mr. Martinetti, who addressed the Pacific Coast Association of Nurserymen on this subject last year, says:

Some lines of business have certain problems characteristic to their particular line, but before studying your credit problems I had not heard of any industry having all the problems of credit. One reason for this condition is the fact that the Nurserymen, florists and bulb men are of the artistic kind and, as we all know, the artistic temperament is not usually the practical.

Credit, like any other department of business, must be handled with some system in mind, but there seems to be no uniform practice. Granting credit in the old fashioned way is not tolerated in modern business.

#### Extension of Credit

Do you realize that about eighty per cent of the people in business are of less than \$20,000.00 capital, and that 80% of the commercial failures of the country are in this class? Thus we see that the great majority of those in business are of comparatively small means.

I can assure you that there is a general lack of appreciation of the importance of the credit end of business. No business can succeed that completely ignores the credit angle.

#### Poor Credit Methods Blamed

Last year there was a very complete investigation into the causes of failure among six hundred bankruptcy cases in New Jersey. What did the results show? Poor business methods was given as the principal cause and this included the poor credit methods of those failing. Here is the wording of the final report:

"Poor credit methods of the businesses that failed are evidenced by large losses from bad debts, trouble experienced in collecting accounts and the small proportions of concerns using credit bureaus as an aid in carrying on their credit business. For the year preceding failure the average bad-debt loss on open credit was 4.8% while the average credit loss for retailers taken as a whole was 0.6%."

#### Controlled Credit Losses Small

The census has shown us that our manufacturing—wholesale and retail business—amounts to about \$190,000,000,000 a year. For the past few years liabilities of commercial failures have been averaging about \$600,000,000 a year. You can safely figure an average return of 25% which leaves the net loss at about \$450,000,000. If you figure the loss ratio on this you will find it amounts to about one-fourth of one per cent. There isn't a person who wouldn't be glad to do business on that basis and, mind you, this is the general average.

#### Remedy For Credit Ills

I would suggest following the methods of the large and successful corporations of the country. In the first place they have a definite credit policy. Their terms of sale are fixed and they abide by these terms. That does not mean there is no deviation from these terms for special reasons, but it does mean that houses sell on definite terms and you are expected to pay according to these terms. They do not hesitate to remind you by adding an interest charge which is also part of their credit policy. Charging interest on a past due account was unusual a few years ago, but more and more of the wholesalers are adopting this policy. One wholesaler told me recently that his interest charges on past due accounts more than took care of his credit losses. And why not? He has to pay interest on bank loans to carry the accounts that exceed his credit limits.

#### Pays to Investigate Customers

Then, having decided on a definite policy, the next most important thing is to investigate your accounts so that you are not selling in the dark.

In a national credit survey conducted by the Department of Commerce it was found that the retail concerns not using a credit service bureau had much higher losses than those availing themselves of this service, and in the bankruptcy cases we mentioned before, it was found that a very small proportion investigated their accounts.

Do the large national companies investigate their accounts? I wish I could have you in our office for a few days so that you could see how much investigating is done by the progressive companies. It is no reflection on anyone to be investigated; it is a routine procedure. Trade houses have learned, through the years, that it pays to investigate their customers. It enables their salesmen to concentrate on the profitable accounts. It means easier collections, which save time and money, and reduces losses to a minimum. Now if the large successful companies can do this, why can't you copy their methods?

#### Cooperation Essential To Success

Yet all this will be wasted if you are unable to do just one thing. That is cooperate with your competitor. He is in business to make money just as you are and the more he makes the better he likes it. Particularly in times like these it is necessary for cooperation among competitors. If you feel the need of the stimulus of competition have all you want in the sales department but remember there should never be any competition on credit terms.

Remember the story of Tom Murphy. Tom had led a pretty gay life in his bachelor days but finally married. Months past and Tom was a splendid husband. One night he failed to appear for supper. Seven o'clock arrived and no Tom. There was no sign of Tom at nine o'clock. Mrs. Murphy couldn't wait any longer. She had visions of Tom with the old gang and she wanted to find out, so she sent a telegram to about a dozen of his friends of former days, asking: "Where is Tom?" In due course Tom arrived home having had trouble with his car. After explanations Mrs. Murphy told Tom what she had done. Tom enjoyed the joke immensely. They were both eager to get the replies. When the telegrams had all arrived each one read: "Don't worry, Tom is spending the night with us." That's cooperation.

#### Cooperative Selling

At the Pacific Coast Association of Nurserymen convention George C. Roeding reiterated his belief, published some time ago in these columns, that if cooperative selling were really put into operation, it would greatly reduce the wholesale selling costs in the East and particularly on the coast. Subjects that fall under the head of cooperative selling, are advertising, display gardens, production, prices, beautification of highways, standardization of grades, and standardization of names of plants. Mr. Roeding holds that one of the best ways to make the public plant-minded is to encourage highway beautification up and down the Pacific Coast. Inasmuch as motorists or prospective customers seldom see the various plants to become interested in them in Nurseries unless they happen to drive past them, highway beautification provides an effective method of indirect selling.

In his annual report at the Pacific Coast Association convention Executive Secretary Tonnison said:

"The question of co-operative selling has been before local Nursery groups in Oregon, California and Washington the past year. As with fruit and other cooperative shipping associations which have attained a fair measure of success through the avenues of costly experiences and years of time, some very important fundamentals must be observed for success. First, very definite grade standards established; second, capable disinterested persons employed to do the grading and packing; third, efficient salesmen who must understand marketing avenues be close observers of prospective changing conditions. In addition, because of greater diversity in classes and varieties in Nursery products, there will be further problems to be worked out before successful co-operative selling is established in this line of industry."

The Horticultural Society of Boston and the New England Nurserymen's Association are taking steps to bring about the beautification of the highways in New England.



Estate of Mrs. Louis H. Swenson, Kingwood Park, Poughkeepsie, N. Y., Second Prize Class II (Manual Labor Hired), 1931 National Yard & Garden Contest. Trophy Presented to Mrs. Swenson by Gov. Franklin D. Roosevelt, at the New York Victory Celebration, May 28th.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

*Absolutely independent.*

OFFICIAL JOURNAL  
PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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ADVERTISING RATES ON APPLICATION  
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., JUNE 1, 1932

### Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammeled lines.

"The dean of Nursery Trade Journalists."—John Watson

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production."

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printers' Ink.

## The Mirror of the Trade

### LOOKING AHEAD

The American Nurseryman has repeatedly directed the attention of those in the Nursery trade to the advisability of considering production of trees and plants of strictly utilitarian value—as well as ornamental value. In this class, of course, are fruit trees and plants; but there are possibilities for production, for commercial planting, of Nursery stock to supply needs in manufacturing, in conserving bird and animal life, in forestry, in checking erosion of soil, etc. The subject thus far has not elicited much interest in the trade.

Recently James L. Hickok, Mount Vernon, N. Y., has directed attention to the need for still greater effort than has been made to check erosion of soil. This need has been strikingly portrayed by Prof. J. Russell Smith, Columbia University, whose book, "Tree Crops: A Permanent Agriculture," has been quoted from time to time in the American Nurseryman. Prof. Smith's "two-story" agriculture, often referred to in these columns—the production of field crops and tree crops simultaneously (and for that matter, root crops, extending the idea to "three-story" agriculture)—has evidently been regarded as an idea ahead of its time, because land in the western hemisphere is not yet so crowded as to necessitate conserving space in intense tillage that characterizes practice in Europe.

It would seem, however, that when the present era of ornamental planting settles down to regular practice without boosting and Nurserymen need another strong talking point to stimulate business, the idea of taking out of rural life the drudgery of digging and substituting for annual plowing, planting and tilling the more attractive way of planting trees once and enjoying leisurely harvesting of crops in the "permanent agriculture" way, interest will be centered in this subject of trees and plants for utilitarian purposes.

In a recent issue of the American Nurseryman is recorded an instance of the faith of the well-known Nurserymen, W. C. Reed & Son, in the utilitarian field. Other Nurserymen of course, are practicing what they preach, by liberal planting of commercial orchards of fruit and nut trees.

It has been declared by some that commercial Nurserymen can produce stock to plant for forestry purposes to better effect and at less cost than can state Nurseries conducted at government expense.

Mr. Hickok's recent suggestion of activity on the part of Nurserymen in the direction of advocating Nursery-grown trees and plants for checking the ravages of soil erosion might result in an effective outlet for Nursery stock.

But in view of long lack of initiative in these matters on the part of individual Nurserymen, it is probable that an additional Nurserymen's Publicity Campaign on the lines indicated would be necessary to expand a market.

Said Dr. Julius Klein, Assistant Secretary of Commerce, in a radio talk recently:

"Our business recovery depends, as much as anything else, on efficient merchandising. It is up to the distributors to make it a "sell-now" campaign, and not wait for their customers to get into a "buy-now" frame of mind."

### WITH OR WITHOUT PRICES

Many exceptionally fine productions by catalogue Nurseries this year have been catalogues *without* prices, or a price list included as a separate and distinct feature of the catalogue. This plan of keeping separate the descriptive and selling literature in the Nursery catalogue bids fair to becoming quite popular, and would seem to have several good points to recommend it, one of them being arousing the interest of a prospective purchaser to such a point that the price, whatever it is, will remain a secondary consideration.

But now comes to light an observation by the judges in the recent seed-nursery catalogue contest conducted by Postage and the Mailbag (reported in another column) to the effect that one of the characteristics of a good catalogue is:

Inclusion of "prices that are clearly stated for each item."

The publication "After Fifty Years" of the F. & F. Nurseries, Springfield, N. J., is one of the recent outstanding examples of a catalogue *without* prices. However, the main reason for omitting prices in this catalogue say F. & F. Nurseries was because it was expected that it would be used for a long time to come as a Nursery reference, long after the prices at date of publication were out of date. And undoubtedly this will prove to be the case. Arthur J. Jennings, of the F. & F. Nurseries, says:

"If late years the prices of Nursery stock in general have fluctuated to such an extent that it seems inadvisable to include prices in any publication that might be used for an indefinite period. This, of course, was our real reason for omitting the prices in our anniversary catalogue, 'After Fifty Years.'

"Nevertheless we are firm believers in a seasonal price list, and fully expect to follow our previous policy of issuing what might be called an abbreviated catalog with prices, each season. Such a list seems to be an appropriate bid for business, and keeps one in line with competition. It is, furthermore, of practical use to the planter as it enables him to compute the cost right on the job, as he can carry such a price list in his pocket. In short, we are in accordance with the opinion handed down by the recent judges of Nursery catalogues, that the customer should be given as much practical information as is possible at a glance, which would include the important factor price."

The publication of A. E. Wohlert, Narberth, Pa., entitled "Flowering Trees of the Orient" is very distinctly divided into two parts—really it is two booklets bound in one cover. The first booklet describes; the second one is the price list.

The American Nurseryman will welcome the experience and observation of catalogue firms along this line.

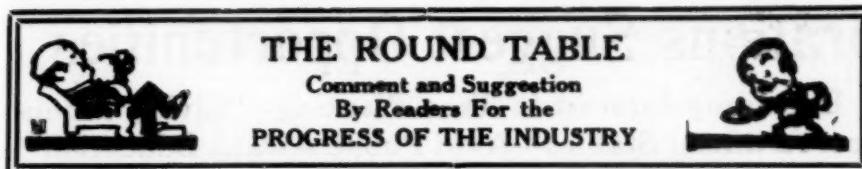
### CONVENTION DISCUSSIONS VALUABLE

A prominent Eastern Nurseryman suggested at one of the trade conventions this past year that a summary of convention addresses be provided in advance of delivery so that members could discuss such addresses intelligently.

It seems like an excellent idea, since the exchange of ideas and experiences is one of the important objects of trade associations.

### What Does This Mean To You?

It is estimated by a government authority that the potential demand for new homes in this country during the next five years will probably approximate 3,000,000.



## The Price Cutter—The Nurseryman's Enemy

Editor American Nurseryman:

The address on "The Evils of Price Cutting" delivered before the N. Y. State Association at its January meeting by Mr. C. O. Warner, and published in your issue of May 15th, is certainly to the point. Mr. Warner hits at the root of a good many of the troubles of the Nurseryman today. Until the Nursery industry is organized like most other industries, and until we have a code of ethics and live up to it, we will be no better off than we are today.

I read a booklet a short time ago, published by another line of industry that appears to be having "price trouble," and copied many statements made in that booklet that aimed to show up the price cutter in his true colors. They will bear careful consideration.

"The price cutter is worse than a fool and a criminal—he is a business maniac. He not only kills his enemies, but slaughters his friends. He not only pulls down the standard of his goods, but he pulls down that of his competitors and his friends. He annihilates himself and scuttles the ship in which he, himself, is afloat. Nothing is so easy as to cut prices, and nothing so hard as to get them back once they have been pulled down. Any child can throw a glass of water on the floor, but all the wise scientists and geniuses in the world cannot pick the water up.

"Who gets the benefit of the price cutting? NOBODY! The price cutter makes no profit—the purchaser gets an inferior article and no advantage. No merchant can permanently keep up the standard of his stock and service if the price is persistently cut down. Sooner or later he lowers the standard of his goods and service in order to make both ends meet—and then they don't meet.

"The man who persistently cuts prices serves notice and puts up the sign 'This way to the junk pile—the sheriff's office is next door.'

"The price cutter admits his own failure as a salesman. He admits he has been defeated according to the best commercial rules of business and honest operating. The price cutter acknowledges his lack of ability. He admits his watchword and sole inducement is 'PRICE.' The price cutter admits he cannot win a fair fight in salesmanship. The price cutter brands himself as a failure in the business world and a hitter below the belt.

"If the business world were dominated by the price cutters, there would be no business. Price cutting is not a business any more than smallpox is health.

Arthur Gilbey

Brighton Station, N. Y.

### Regional Associations Favored

Editor American Nurseryman:

Regarding the advisability of dividing the country into five horticultural zones to take over the function of the A. A. N.

We have been a member of the American Association of Nurserymen for some 15 to 20 years but have attended very few conventions. We make a specialty of the propagation of pecan trees for the wholesale trade and have found there are very few Nurserymen attending these annual conventions who handle pecan trees.

We are members of the Southern Nurserymen's Association and Southwestern Nurserymen's Association, both of which are

regional associations. Those who attend these latter conventions are interested in our line of work and we in theirs and hence we get a great deal out of such meetings.

We believe in past years the American Association of Nurserymen has done a great deal of good. We believe at the present time that the tendency is in favor of regional organizations that can deal with matters that are vitally interested to all in that particular region.

Simpson Nursery Co., Inc.  
Monticello, Fla. C. A. Simpson

### Disappointed With A. A. N. Campaign

Editor American Nurseryman:

Regarding the proposition of five horticultural zones, we are not particularly interested therein. We have a mighty good Nurserymen's organization in the state of Illinois, second the national organization. So far as we are concerned we are willing to leave things as they are.

In regard to the National Publicity Campaign, I wish to say that this has been a very sorry experience as far as the Naperville Nurseries are concerned. We were never able to see where we got one penny's worth of business from this campaign although we have been putting in a thousand dollars a year. Believe me, they will never get another cent out of the Naperville Nurseries.

Naperville Nurseries  
Naperville, Ill. Henry Bock, Supt.

### Illegal Selling of Plants

Pennsylvania Department of Agriculture is cautioning plant buyers not to accept any raspberry or blackberry plants unless they are accompanied by an inspection certificate. The Pennsylvania Plant Pest Act of 1927 makes it unlawful to sell or offer for sale any plants of this kind which have not been inspected for insects and diseases during the growing season and before shipment is made.

Growers desiring the inspection and certification service are requested to make application at once as inspections will start May 15th. Inspectors state that unless inspections are made early in the season while the weather is still cool, it will be impossible to make accurate identification of certain of the virus diseases.

### FUTURE OF OUTDOOR LIVING ROOM LOOMS BRIGHT

"After a good many years of comparative unimportance, the American home is enjoying an astonishing popularity. It is once more the center of things.

"Just check off what has happened. People now do most of their entertaining at home. That is probably what started this back-to-the-home movement. The clean automatic heater has made possible the popular 'Rumpus Room' in the basement, with a return of ping pong and pool. Shorter hours have given people more time to enjoy their homes. The old-fashioned housework disappeared with the advent of electric appliances, washing machines, automatic refrigerators, oil or gas heaters, vacuum cleaners and such; and women took up interior decoration and bridge.

Radio finished the job. The home is about the only place where one is sure of a good show, any more. And radio has only scratched its possibilities.

"It is our belief that this home trend has barely started.

"Every city is surrounded by many thousands of acres of practically unused land. Before long, people will be living on those acres. The movement has already started. With fast cars and perfect roads, to live twenty or thirty miles from one's work doesn't mean anything. When airplanes get a little farther along, fifty to one hundred miles won't mean anything. It looks as though there will be considerable building for some time to come.

"If you are producing something that adds to the comfort and pleasure of home living, don't lose hope."

—THE WEDGE, Published by Batten, Barton, Durstine & Osborn, Inc., Advertising, New York City.

### Legitimate Business Speaks Up

The Horticultural Advertiser, London

No doubt many of our readers have at times unreasonable complaints from customers that they have to pay for carriage and packing. Here is an instance of a complaining customer and the way in which the Nurseryman-supplier dealt with the matter.

#### The Complaint

"I enclose postal order and was disappointed that I have to pay for the box, postage and packing. I had plants from a noted firm of growers the same as I had from you, packing and carriage paid, and also a gratis plant, and that order was only 14/- and I sent you 13/6. Well, sirs, this was the first order from me to you and the last. . . ."

#### The Nurseryman's Reply

"We thank you for your remittance and enclose herewith our receipt. The tone of your note is observed with much regret, but the fault evidently lays with your failure to read our Terms of Business which are quite clear and have been noted by all other clients as you are the only one to complain. You sent an order for 13/6 for which you had plants to value; the actual cost to us on the postage and box was 1/9, and we really made no charge for packing although this costs money, too. We are happy to serve you to the best of our ability, but unfortunately we grow and sell plants for a living, and because some concerns, probably with other irons in the fire and doing it partly for a hobby, choose to give their money and goods away, there is no reason why we should. The baker, grocer, milkman and other traders give us nothing over in the supplies obtained from them, and we are not seeking a quicker road to the bankruptcy department as some concerns apparently are. A reference to our catalogue shows that on orders value £1 and upwards we send carriage and packing free—surely this is generous enough. We are sorry you sent us an order as we should then have had no dissatisfied customers. In conclusion we do not run our business on other firms' methods or terms—this would be impossible. . . ."

We think this answer of the particular Nursery firm in question so good that other firms may like to see it for guidance.

Last call for advertisements for the A. A. N. Badge Book. Forms therefor will close on June 14th. Membership dues are also payable now. Secretary Sizemore suggests that check to cover Badge Book Advertisement, extra Badge Books, and annual dues be sent immediately, if the matter has not already had attention.

Kep in mind change of convention city: Chicago, Ill., Hotel Stevens, July 19-20-21.

Arizona Citrus Nurserymen's Association, Phoenix, at its recent meeting made plans for cooperative buying for its members. A tour of the Salt River Valley Citrus groves was made late in May. Officers of the association are L. C. Smith, president; E. E. White, vice-president; H. L. Bartlett, treasurer, R. M. Hess, secretary.

# Arbor Day Celebrations Suggest Opportunities

**Available To Nurserymen For Extending Interest in Tree Planting—"Living Monuments" Worth More Than Most Artificial Statues—Avid Public Awaits Education**

THE issuance by the United States Government, under date of April 22nd, of a specially designed stamp to commemorate the one hundredth anniversary of the birth of J. Sterling Morton, of Nebraska, the founder of Arbor Day, has brought forcibly to mind the full significance of Arbor Day, what it means to the country as a whole, what it means to the Nurseryman in particular.

Henry W. Kruckeberg in Western Florist and Nurserymen gives a brief resume of the inauguration and development of Arbor Day. He says:

"The history, the development and the achievements of Arbor Day are unique in the progress of American arboriculture. Taking its inception as a recognized institution in a national way in the great treeless plains states of the Union, it is indeed fitting that the tree crusader who 'put it over' should be remembered in no uncertain way on the hundredth anniversary of his birth. It is interesting to note that the idea of an Arbor Day was first suggested in 1865 by B. C. Northrup of Connecticut, but it did not become a recognized fixture in our rural economy until 1872, when the custom of observing the day was adopted by Nebraska; in later years it was afforded wider significance by Federal recognition. Its observance is somewhat elastic; in some states the day is fixed by legislative enactment, in others by proclamation. In our northern tier of states its celebration usually occurs in April and May; in the southern states two or three months earlier. In California Arbor Day falls in March.

"In the language of its founder, its purpose is to avert treelessness; to improve climatic conditions; for the sanitation and embellishment of home surroundings; for the love of the beautiful and useful, combined in the majesty of a tree, as fancy and truth unite in an epic poem, tree planting should be followed. What a message to the urban and rural population in our so-called desert areas, on the treeless floors of our great valleys and along treeless highways and byways! What an opportunity for leadership on the part of the commercial plantsman!"

"The present year has been propitious in calling wide attention to tree planting. Nationally there is the campaign honoring the two hundredth anniversary of Washington's birth; then a similar observance of the Arbor Day planting, commemorating the memory of J. Sterling Morton, its founder. In Southern California there is this year the tenth Olympiad, calling for the beautification of parks and gardens, boulevards and highways, and the adornment of home surroundings."

The five-year beautification campaign, which had been launched by the West Texas Chamber of Commerce is another influence working towards tree planting this year, since the first year of this campaign has been dedicated to the furtherance of tree and rose plantings.

The four-year A. A. N. Publicity Campaign has undoubtedly done its share towards increasing tree planting by the public. Establishment of "Outdoor Living Rooms" has called for planting of trees. The National Yard and Garden Contest Association, too, must receive due credit for increased tree planting. From 48 contests in the first year of the Campaign, the idea has been taken up so eagerly that this year more than 700 contests were reported.

## Arbor Day Celebrations

From the small beginning in Nebraska sixty years ago, the movement has spread rapidly, aided by many agencies, until today Arbor Day is a world-wide celebration, with tree planting ceremonies throughout the United States, Canada, the British Isles, several European countries, Australia, China

and Japan, according to reports of the Forest Service of the U. S. D. A.

Some states have extended the Arbor Day celebration to a Tree Planting Week affair.

### Reforestation Projects

The planting of trees, through various agencies, has assumed mammoth proportions. It reminds one of a snowball going downhill. Once started, the movement has spread rapidly and has been enlarged to include various phases. Boy scouts, girl scouts, 4-H club members, etc., are planting (and have been for years) tree seeds by the thousands. Reforestation of treeless areas is receiving more attention each year. Not only in this country but abroad, reforestation of barren lands has taken hold of the people's imagination with the result that amazing progress has been made. Frank S. Beitz, Indiana philanthropist, has done much towards starting reforestation projects at home and abroad. To him goes much of the credit for reforestation of the Holy Lands.

### "Plan To Plant Another Tree" Campaign

The late James A. Young of Aurora, Ill., was another individual to whom much credit is due for increasing tree planting on the

### TREES

I think that I shall never see  
A poem as lovely as a tree—  
A tree whose hungry mouth is prest  
Against the earth's sweet flowing breast;  
A tree that looks at God all day  
And lifts her leafy arm to pray;  
A tree that may in summer wear  
A nest of robins in her hair;  
Upon whose bosom snow has lain;  
Who intimately lives with rain.  
Poems are made by fools like me,  
But only God can make a tree.

—Joyce Kilmer

part of the public. His "Plan to Plant Another Tree" movement, originated in March 1922, was very popular and spread rapidly throughout the United States and Canada. Paul Lindley, referring to this campaign, called it "The Aurora Borealis." With the death of Mr. Young in 1928, the campaign died out for want of a leader to keep the movement alive and going.

The thought occurs that this movement might successfully be revived. Perhaps as an A. A. N. project. "Plan To Plant Another Tree" presents a fine slogan. Surely with some 'live wire' to head such a movement, and an association to back it, the results would be as fine in proportion as they were five years ago. It at least presents the nucleus for a plan along similar lines, should a substitute for the A. A. N. Publicity Campaign be desired.

### Public Interested in Tree Planting

That public attention is easily arrested by propaganda to further tree planting is shown by the whole-hearted response of both the press and the public to educational work of this character by the Nurserymen.

An outstanding editorial in the Chicago Tribune of a year or two ago illustrates the point well. Said that paper: "Trees are the best monuments that a town can have. They are worth more by far than most artificial statues, and work and special care to keep them living and in growth is worth the time and money. Special study and effort should be made to raise these green monuments along the inner boulevards. A row of plane trees along down town Michigan Avenue would be worth many a costly bronze or marble effigy."

The extent to which highway planting is carried on today is evidence of the public interest in tree planting. Miles and miles of highways throughout the country have been tree-planted; miles and miles more of such planting is now being done, or contemplated.

All in all, tree planting has assumed mammoth proportions. And yet, the Nurserymen of the country do not seem to have

taken full advantage of the opportunities offered to further extend this interest on the part of an avid public—to their own benefit.

### Tree Planting Campaigns Urged

Roadside planting is only in its infancy. Reforestation projects, instead of the state and government activities they now are, might very properly be made activities of Nursery trade associations, at least cooperatively with the government. The opportunities for tree planting campaigns for special occasions and appropriate events are many. James L. Hickok, Mt. Vernon, N. Y., suggested something along this line last fall; the sponsoring of a plan for planting trees to celebrate birthdays and other anniversaries. He suggested that the A. A. N. might very well take up this matter profitably and urged members of that association to write President Hilborn their views on the subject. Evidently there was not much interest therein.

But why not living memorials, as the Chicago Tribune suggests, for any and all occasions—birthdays, anniversaries, holidays, to commemorate special events, to the memory of friends, heroes, and so on? Perhaps something along the line of the florists' "Say It With Flowers" campaign. "A Tree—The Living Monument."

### Tree Planting Sixty Years Ago

In looking over old files as to the first celebration of Arbor Day in America we found a couple of items that we believe will prove interesting reading. One item, reporting an incident that took place on the first Arbor Day in 1872, appearing in the Gardener's Monthly, says: "J. D. Smith, who lives four miles west of Lincoln, Nebraska, has the championship for tree planting on Arbor Day. He planted at the rate of one tree per second, for nearly ten hours. The result was 33,550 forest trees. To Mr. Smith, must be awarded the medal. It can't be possible that another man in Nebraska outnumbered the immense forest of Mr. Smith. If there is let him advise us of the fact, and we will gladly publish it to the world, giving proper credit and applause. Thus far Mr. Smith is the champion tree planter of Nebraska's Arbor Day.—Nebraska Herald."

As to encouragement that was given tree-planting in 1872, this item in the Gardener's Monthly is of interest:

"The following act was passed by the recent legislature (State of Maine—1872), and has become a law:

"That any land-holder in this State who shall plant or set apart any cleared lands, or lands from which the primitive forest shall have been removed, for the growth and production of forest trees, within ten years after the passage of this act, and shall successfully grow and cultivate the same for three years, the trees being not less in number than two thousand on each acre, and well distributed over the same, then on application of the owner or occupant of such lands to the assessors of the town in which the same is situated, and is so successfully cultivated or set apart to forest-trees, and at the time of such application shall file with said assessors a correct plat of such lands, with description of their location, and setting forth all the facts in relation to the growth and cultivation of said grove of trees, or incipient forest, the same shall be exempt from taxation for twenty years thereafter; provided such grove or plantation of trees shall during that period be kept alive in a thriving condition."

Trees, trees, trees—they call to mind that now famous poem by Joyce Kilmer which we have heard time and time again in song form in radio programs of late. The public's love for trees is seen by the thousands of requests radio stations receive calling for this song.

K. Dahlberg, Nurseryman, Miami, Fla., addressed a meeting of gardeners and florists on "Landscape Material Indigenous To Tropical Florida."

## Reputation of Minnesota's Inspected Nursery Stock

Chief Deputy Aamodt, Division of Nursery Inspection in Minnesota, says in the Minnesota Horticulturist:

"Leaders in Horticulture and Inspection Departments of many other sections in the United States state without hesitation that Minnesota is and will be for a long time their source of supply for the famous mosaic-free raspberry plants. One can readily see how such a reputation for clean raspberry stock would lead to much confidence in regard to the cleanliness of other kinds of Nursery stock grown in Minnesota."

Mr. Aamodt goes on to explain the very efficient and thorough inspection service of his department. San Jose scale discovered in Minnesota several years ago was found in time and wiped out. No record of the re-appearance has been made.

"It is the high spirit of cooperation," says Mr. Aamodt, "existing between plant producers and inspectors in Minnesota which is directly responsible for the excellent reputation we now have in this state for the production of healthy, vigorous Nursery stock."

"Besides field inspection, other inspections are made. All Nursery stock handled by dealers in stores must be healthy and in normal conditions. Plants in storage are thoroughly checked over in order that the roots may be examined for such troubles as crown gall, nematode, etc. A thorough inspection system is applied to Nursery stock in transit for the purpose of checking stock for certain violations, such inspections being made in cooperation with the U. S. Government. Foreign shipments are carefully checked over upon coming into the state. Special inspections to meet the various requirements of the 48 states and all foreign countries are made during the year. Considerable time is spent, particularly during the winter months in making scientific investigations of diseases and certain insects. Much of this work is done in cooperation with the Plant Pathology and Entomology

divisions of the University of Minnesota.

"It is through such a thorough inspection program covering many details that this reputation for clean Nursery stock has been achieved."

### A Self-Serve Nursery

A novel selling scheme will be featured this summer at the Foxboro, Mass., Nursery of Dedham Nurseries, Inc. Every customer will be allowed to wander around the Nursery until he finds a plant he desires to purchase, as they are growing in the ground. Equipped with tags supplied by the Nursery, the customer writes his name and address upon the tag and attaches it to the plant selected. The digger will do the rest.

At the Foxboro Nursery the plants are grown in blocks, for more convenience to planter and customer, carrying a large sign giving the name of the plant, the sizes and prices.

In announcing this plan Dedham Nurseries stress the importance of freshly dug plants. By this method of selling they can be dug out of the ground and on the way to the purchaser's home in five minutes' time.

**Million and a Half Trees**—New York state's 4-H clubs planted nearly 1,500,000 trees this year, exceeding the 1931 record by one-half million trees. Most of the requests were for white pine, red pine, Norway spruce and white spruce. Some plantings were of European larch, black locust and white cedar for fence posts. Allegany County led with a planting of 159,000 trees.

Thomas H. Alban, Nurseryman, Loganville, Pa., died May 2nd, aged 69 years. He is survived by his widow, Jane M., and nine sons and daughters.

### COMING EVENTS

June 8-12, American Peony Society, annual show and meeting, Des Moines, Iowa.

June 21-23, American Seed Trade Association, annual convention, Hotel Sherman, Chicago, Ill.

July 19-21, American Association of Nurserymen, annual convention, Hotel Stevens, Chicago, Ill.

June 27-28, American Rose Society, annual meeting, Royal York Hotel, Toronto, Canada.

Aug. 11-13, American Gladiolus Society, annual show and meeting, William Penn Hotel, Pittsburgh, Pa.

Aug. 15, Virginia Nurserymen's Association, annual convention, Roanoke, Va.

Aug. 24-25, Southern Nurserymen's Association, annual convention, Chattanooga, Tenn.

Aug. 30-Sept. 1, Pacific Coast Association of Nurserymen, annual convention, Portland, Ore.

Sept. 22-23, American Dahlia Society, annual show and meeting, Hotel Pennsylvania, New York City.

Sept. 22-24, California Association of Nurserymen, annual convention, Riverside, Calif.

### Airplane Service Now

Clark Brothers' Nurseries, Alhambra, Cal., expect to purchase a fleet of five Travelair cabin planes and operate them on twice-a-week service to St. Louis, Mo.—a regular service that will provide Southern California blooms to the mid-western market. The trial flight on May 6th carried 800 pounds of buds and flowers.

Flowers shipped over the air line are packed in twenty-pound cartons and can be kept fresh in their crates for thirty-six hours. The planes are scheduled to reach St. Louis in twenty-four hours.

Little Tree Farms, Framingham, Mass., have appointed Ingalls-Advertising, Boston, to direct their advertising account.

## FREDONIA GROWN Grapes, Currants, Gooseberries Blackberries and Raspberries

A complete stock in all the standard varieties including the new

### Fredonia, Ontario & Portland Grapes

#### IN SURPLUS

5,500 Red Jacket Gooseberry	.....	1 yr. cl.
5,000 Cumberland transplants	.....	No. 1
25,000 Concord Grape	.....	2 yr. 1
6,000 Niagara Grape	.....	2 yr. 1
5,000 Warden Grape	.....	2 yr. 1

SEND YOUR WANT LIST FOR QUOTATIONS

**FOSTER NURSERY CO. Inc.**  
FREDONIA, N. Y.

Office and storage one block off Route 20

## FALL -- 1932 CAR LOTS OR LESS

**CHERRY**—1 and 2 year

**SHRUBS**—Especially Spirea Vanhoutte, Barberry, Bush Honeysuckle, Forsythia

**ELMS**—Thousands of them, American, Vase and Mono-line. Finest that grow, up to 3 inches.

**SOFT MAPLE**—Large quantity, up to 4 inches.

**NORWAY MAPLE**—Up to 2½ inches

**PEONIES**—100,000 best varieties

**ARBOR VITAE PYR.**—Up to 8 feet

**MUGHO PINE**—Up to 2½ feet

**NORWAY SPRUCE**—Sheared, none better, up to 4 ft.

**PFITZER JUNIPER**—Bushy, well filled, up to 4 feet

A general line of other items in lesser quantities.

**C. M. HOBBS & SONS, Inc.**, Bridgeport, Indiana

Established 1875  
LARGEST NURSERY IN INDIANA

1847

1932



A complete line of trees, shrubs, evergreens and fruits.

Write for a circular on our new automatic planting machine.

**THE  
MONROE  
NURSERY**

I. E. ILGENFRITZ' SONS COMPANY  
Monroe, Michigan

Your Advertisement In  
This Size Space  
Will Go Into  
Every State In the Union

**\$9.40 per Issue**

(Under Yearly Term, \$8.45)

**AMERICAN NURSERYMAN**  
P. O. BOX 124  
ROCHESTER, N. Y.

# Control of Pine Leaf Scale In the Nursery

**Results of Experiments by Ohio Horticultural Workers are Cited as Showing Factors Which Must Be Counted Upon—Cautionary Directions Outlined**

By Harry F. Dietz, University of Ohio, Columbus

PINE leaf scale is a native armored scale insect that attacks various pines, spruces and firs. It has also been recorded as causing serious damage to both hemlock trees and hedges in Connecticut. It occurs throughout the United States and Canada. In nature and often in Nurseries and ornamental evergreen planting in various parts of the United States this pest is held in check by minute wasp-like parasites. On the other hand, these natural enemies due to the conditions that exist in many other Nurseries do not seem to flourish. While this scale may not often kill the plants it attacks, it certainly can become abundant enough to cause the trees to appear pale, sickly and stunted. The most valuable of all Nursery stock, the blue varieties and species of spruce, and the dwarf pines, seem to be most susceptible to attack and injury. Therefore, this insect is of greater importance in the Nursery than the actual number of hosts attacked or its distribution in the Nursery indicates.

In Indiana and probably in all parts of Illinois, pine leaf scale has two broods, although these overlap to such extent that it is difficult to distinguish them. Pine leaf scale goes through the winter in the egg stage, the dark red eggs being well protected in spite of the comparative thinness of the white scale covering which was secreted by the female scale insects during the course of their lives.

These eggs hatch in April or May depending on the growing season or in other words on climatic conditions. The young insects (known as "crawlers" or nymphs) are minute, dark red creatures and have three pairs of legs. They wander about over the foliage, and finding suitable places to settle down, they insert their long, thread-like, hollow beaks into the needles and begin feeding. The legs and feelers are drawn against the body and as the insects grow they change from a red to yellow in color.

Two important factors affecting possible control of this pest are observable in the life cycle of the insect at this point. The first is that the eggs do not always hatch at the same time or even within a short period, but may instead hatch over a period of several weeks. The second factor is that young or larvae of pine leaf scale do not secrete an observable scale cover until after they have shed their skins the first time, that is until after the first molt.

After the first molt the differentiation between males and females takes place. The males secrete a parallel sided, ridged small white covering, stop feeding and after passing through a complicated resting period, during which the mouth parts are lost, emerge as two winged, awkward, fragile creatures with four pairs of eyes, long feelers, and long tail-like processes.

The females after the first molt like the males, incorporate the cast off skin into the narrow head or anterior end of the scale cover, which they secrete and continue to increase in size. With the first molt the females lose their legs and feelers and become elongate yellow sacs with hollow thread-like mouth parts capable only of drawing the juices from the plant. Following a second molt, the females and males mate. Then as the females continue to grow they secrete a much heavier scale cover and the reproductive organs begin to occupy the greater part of their bodies. From the middle of June to early in July egg laying again takes place, the body of the females shrinking as the eggs are laid, and occupy the space beneath scale covering. There is a considerable variation in the number of eggs laid by different females, this number ranging from as few

as eight to as many as 50. The average number is usually between 20 and 30.

The young of the second brood appear from early July to August because all eggs in the spring do not hatch at the same time and because in the course of their development all insects do not complete a given stage in development at the same time. Thus we may have individuals in all stages of development on the same tree at any one time after the first of July. Likewise the eggs of the second brood of insects may be laid from the middle of September until early November, provided the season permits. The writer has observed that in seasons of unexpectedly early and severe killing frosts many of these female scales perish before laying their eggs. This climatic factor may play an important role in the natural control of this insect.

Two periods for the control of this insect suggest themselves. First period is while the insect is in the dormant or egg stage. This requires the use of a suitable spray to kill the eggs, applied some time before the eggs hatch.

Two materials that might be used are the oil sprays and lime-sulfur solution.

However, since certain evergreens, particularly spruces, may be severely injured by oil sprays under too humid or too low temperature conditions it seems inadvisable to recommend the general use of these materials as dormant sprays on evergreens.

This leaves only lime-sulfur sprays to be used. Experiments in Ohio, New York and Minnesota indicate that liquid lime-sulfur used at the rate of 1 gallon to 7 or 8 gallons of water, is a very effective spray and that no injury occurs when this spray is used on such trees as spruces. This material should be applied before growth begins in the spring and before the temperature becomes too high. Perhaps the greatest objection to lime-sulfur spray is the fact that it may give the trees the appearance of having been white washed. However, this disappears after a time especially following severe rains. The vagaries of the middle

western late winter-early spring weather are often such that it is impossible to apply a dormant spray just before growth begins which is the time that such sprays are most effective. Therefore, summer sprays may be resorted to.

Since the hatching period is usually a long one, and since the young scales differ from those of many other armored scales in secreting practically no scale covering until after the first molt, a contact insecticide should be effective if applied at the proper time. Such a time would be about two weeks after the hatching begins.

Perhaps the safest material to use is a nicotine sulfate (generally known under the name of Black Leaf 40)—soap spray. The proportions to use are as follows:

Fishoil or other soaps—5 pounds.  
Nicotine sulphate—4/5 pint.  
Water—50 gallons.

## Separate Organizations Needed

Editor American Nurseryman:

Concerning the proposed formation of a national retail Nurserymen's organization, I certainly favor such an organization. I am not at all sure that I can give any specific reason for this except that, it seems to me, the American Association of Nurserymen does not reach the needs of the retail Nurseryman; that it is too much an organization of wholesalers, and devoted to wholesale problems.

It occurs to me, that perhaps if we had two organizations, one of wholesalers, and one of retailers, with a friendly contact between the two, it might be much better than to try to operate as we have during the past years under one organization.

George W. Holsinger

Kansas City, Kan.

## Directory American Plant Propagators

### Listing Nursery Concerns Specializing in Production of Young Stock

American Plant Propagators' Association, Organized in 1910, Will Hold Its Fourteenth Annual Meeting in Chicago, Ill., Hotel Stevens, July 18th.

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Chief Exponent of the Trade

# Nursery Trade Bulletin

Louis Thornton Toms, Nurseryman, Carlsbad, Cal., died April 3rd.

**Earl E. May Seed & Nursery Co.**, Shenandoah, Iowa, have opened a branch store in St. Joseph, Mo.

**Biglow Tree Nurseries**, Northboro, Mass., report much landscaping work has been done by their concern this season.

**Guernsey, Wyo., Municipal Nursery** has just been completed, for the purpose of later supplying stock for park and highway plantings.

**Samuel Strand**, Strand Nurseries, New Gloucester, Maine, addressed the Stanton Bird Club on trees and shrubs for the home garden.

**Minneapolis Nurseries** report orders not so numerous from outside points but local business very good; with large plantings scarce and small plantings on the increase.

**Woodmen in cutting up a tree in Washington** found a squirrel embedded in the heart of it where it had been for some 200 years, surrounded by two feet of solid wood.

**Warren County, Tennessee**, is the largest Nursery growing county in that state. It is estimated that stock shipped from this county each year has an approximate value of \$1,000,000.

**Amawalk Nurseries**, Amawalk, N. Y., and Leserra Brothers, Portchester, N. Y., furnished bids on a tree to be planted in memory of George Washington by the Harrison, N. Y., Town Board.

**Infected Nursery Stock**—Nurserymen around Binghamton, N. Y., have complained to State Nursery Inspector Riverburgh that shrubbery with midges on the shoots is being sold in Binghamton.

**Bath Beach Nursery & Flower Shop**, 299 Broadway, Manhattan, N. Y., has been incorporated.—**Roberts Nurseries, Inc.**, Denver, Colo., John T. Roberts, Jr., Thomas J. Haines, William Lucking, \$100,000.

**Edward Lehde Nurseries' gift** of 25,000 shrubs and plants to the city of Buffalo, N. Y., has been acknowledged by Parks Commissioner Cannon, who advises that they have been set out in various parts of the city.

**Chase Brothers Nurseries**, Rochester, N. Y., are operating 650 acres of growing Nursery stock at Honeye Falls, the greenhouse covers 20,000 square feet, and six acres of land adjoining is equipped with overhead irrigation.

**Detroit's Annual Tulip Festival** was accompanied this year by an exhibit of heirlooms of centuries assembled to show life in the Netherlands. Inside tulip exhibits included displays by Weller Nurseries, Holland, Mich.

**L. E. Williams Nursery Company**, Exeter, N. H., recently shipped eight red oak trees to long Island, on a government job, by truck. The trees were five inches in diameter, balled, burlapped and plot formed for safe transportation.

**P. J. van Melle**, Poughkeepsie, N. Y. Nursery Co., in an address before a horticultural society gathering, told listeners that design is not everything in a garden. He pointed out that gardeners should strive to produce and develop the natural effect; too much studied design ruining the garden.

**Tree-Moving Bids** affecting 193 elms and 15 white pines for Lincoln Memorial in Washington, D. C., ranged from \$13,896, submitted by Forman's Glebewood Gardens, of Ballston, Va., to a high bid of \$7,900, by the Outpost Nurseries, Ridgefield, Conn.



## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

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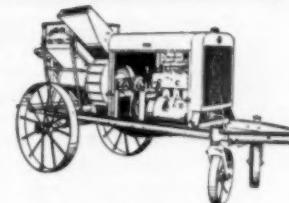
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**Hardy Ornamentals**

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Northern-grown, Hardy Evergreens  
Forest and Ornamental Stock,  
especially Red Pine  
H. R. BRISTOL, Plattsburg, N. Y.

**PIN OAK SEEDLINGS**  
Now is the time to plant Pin Oak, while they are scarce. The financial cloud will pass, as be ready for the bright days.  
I also have a surplus in Cortland, Black Twig, Delicious, Jonathan, Willow Twig, Grimes and Winesap apple.  
Arthur L. Norton, Clarksville, Mo.

## NOTICE

All "American Nurserymen" wishing to do business with Europe should send for the **HORTICULTURAL ADVERTISER**

This is a British Trade Paper read weekly by all the chief accredited horticultural traders. Annual subscription to cover cost of postage, \$1.85. Money orders payable at Nottingham.

As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trades. Address  
**Horticultural Advertiser (1930) Ltd.**  
Nottingham, England

# Fine Press Cooperation In Publicity Campaign

**Yard and Garden Contests Appeal Strongly Because of Beneficial Results for the Community—Editorials Typical of Hundreds are Cited**

**N**EWSPAPERS are giving valuable publicity to Nursery products this spring throughout the United States as a result of the Nurserymen's National Campaign activities. Editors everywhere are urging their readers to plan and beautify. They are forcibly pointing out that planting pays in so many ways, in fact, that "It's Not a Home Until It's Planted." The "outdoor living room" idea is stressed almost daily, so effectively has it been implanted in the public mind by the Nurserymen's publicity and advertising.

Hundreds of Yard and Garden Contests are being held throughout the country and these are fostered if not individually sponsored by the newspapers. The effective publicity alliance between the Nursery industry and the press is well illustrated by the following editorials:

#### Landscaping

A home is not a home until it is planted, is a truism that needs no substantiating proof, for the reason that it is self-evident.

Trees, shrubs and flowers artistically arranged beautify a home and thereby aid in beautifying the city or town, and are an incentive to others to do likewise, thereby spreading the gospel of beauty. But few people recognize that the grounds surrounding a home, no matter how small and unpretentious a place may be, is a pretty sure index to the character of the people occupying the home, the different treatments of the "dressing up" portraying to the eye the mental bent of each family, but these mental idiosyncrasies are secondary in importance to the general treatment of landscaping.

Where a place is well planted with trees, shrubs and flowers, the lawn well kept, no matter how small, it can be set down that the occupants are people with civic pride, who feel an interest in the welfare of the community, that they have high ideals, and that as a general rule happiness and contentment are also occupants of that home, as well as neatness and order.

On the other hand, a run down, neglected place is a pretty sure indication that the occupants care little for the welfare of the community, that they lack civic pride and high ideals, and further that they are discouraged and take a hopeless view of the present and future. We make this deduction because it costs little or nothing to keep a small place looking tidy. Flowers can be secured even for the asking, and many shrubs as well, it being only a matter of a small amount of time and labor to transform surroundings.

If people but realized that the surroundings of their home was an index to their

characters, to be read by all observant passersby, we imagine it would have the effect of making them improve conditions, and as they did so their characters would be gradually transformed, for no one can continually view the beauties of God in the flowers and shrubs without inbibing some of those beauties into their own lives.

—Bridgeton, N. J., Evening News

#### Grow Them Anywhere

Because of the wide distribution of prizes in the National Yard and Garden Contest, the Independent publishes the official list of 1931 winners.

It will be noted that while the first prize in the amateur class was won by a woman in Pomona, Cal., the winners are scattered from one side of the country to the other, in cold climates, in semi-tropical places, in the great middle west which is humid only in spots and up in New England where they have short seasons with cold, damp soils.

One has only to look at this list to become convinced that a beautiful home flower garden can be grown any place, while it is possible to plan and cultivate home yards which give a family about as much of a glimpse of heaven as anyone will ever see here on earth.

The first prize for a yard planned and cultivated with skilled experts employed, was won by a wealthy Colorado Springs family, down under the Garden of the Gods, where there is little rainfall, and the yard had to be built by artificial irrigation. The prizes for yards and flower gardens where some common labor was employed went to Spokane, Poughkeepsie, N. Y., and Rogers, Ark. Families in Sioux City, Iowa, took two prizes while a little bit of a corn growing town—Waterloo, Neb., won the second prize in the amateur class. One of the best yards with its attendant flower gardens was located far up in Westport, Conn., while another outstanding prize winner was a physician and his wife at Brownsville, Tex., away down on the Mexican border, where Rio Grande flows into Laguna Madre and thence to the Gulf of Mexico.

It is interesting to study the prize winners, and it is regretted that Montana is not represented, as there is no reason why Montana should not have as beautiful flower gardens and as artistic and useful home yards as any state in the Union. When flowers and gardens flourish in El Paso and Amarillo, Tex.; Northfield, Minn.; East Aurora, N. Y., and Daytona Beach, Fla., there is no reason why the coming season some Montana yards and gardens should not be counted among the prize winners.

Helena, Mont., Daily Independent

T. W. Rice, Nurseryman, Geneva, N. Y., has filed a voluntary petition in bankruptcy; liabilities \$65,116; assets \$40.

## LABELS FOR NURSERYMEN THE BENJAMIN CHASE COMPANY DERRY, N. H.



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Nursery practice or horticulture in any  
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#### PLANT PATENTS

New plants to which patents have been granted since President Hoover signed the amendment to the Patent Act in May 1930 are:

No. 1—Everblooming, a climbing rose, "New Dawn," to Somerset Rose Nurseries, New Brunswick, N. J., Aug. 18, 1931.

No. 2—Red rose, "Senior," to Frank Spanbauer, Kansas City, Mo., Oct. 13, 1931.

No. 3—White, pink-tinted carnation, "Joan Marie," to Florex Gardens, North Wales, Pa., Oct. 20, 1931.

No. 4—Young dewberry, thornless, to E. L. Pollard and J. E. Sherrill, Chino, Cal., Oct. 20, 1931.

No. 5—Red rose, sport of Talisman, to Victor Groshens, Roslyn, Pa., Nov. 10, 1931.

No. 6—Rose, pink hybrid tea, "Sweet Adeline," Rapture x Souvenir de Claudius Parent, to R. L. Catron to Joseph J. Hill Co., Richmond, Ind., Feb. 16, 1932.

No. 7—Peach, "Hal Berta," J. H. Hale x unknown yellow variety of strong and vigorous character, to James E. Markham to Stark Bros. Nurseries, Louisiana, Mo., Feb. 16, 1932.

No. 8—Red rose, "Mary Hart," to George B. Hart, Brighton, N. Y., Feb. 23, 1932.

No. 9—Pink rose, "Afterglow," to R. L. Catron to Joseph H. Hill Co., Richmond, Ind., Feb. 23, 1932.

No. 10—Climbing everblooming red rose, "Blaze," to J. W. Kallay to Jackson & Perkins Co., Newark, N. Y., Mch. 8, 1932.

No. 11—Pinkish red rose, "Ambassador," to C. W. Hjermind and Paul E. Weiss to Premier Rose Gardens, Maywood, Ill., Mch. 22, 1932.

No. 12—Red plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 13—Yellow Plum to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 14—Carmine plum, to Mrs. Luther Burbank, to Stark Bros Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 15—Yellow peach, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., Apr. 5, 1932.

No. 16—Plum, to Mrs. Luther Burbank, to Stark Bros. Nurseries, Louisiana, Mo., May 10, 1932.

Henry Dunsmore, pioneer Nurseryman of Olivia, Minn., died May 8th, at the age of 71 years. The deceased was a native of Scotland, coming to this country in 1882.



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AN ELASTIC PARAFFINE COATING SEAL—USED IN ORCHARD, FARM AND NURSERY  
For Drying ROSE BUDS, FRUIT, VEGETABLES, CABBAGE, TURNIPS, CARROTS, etc.  
KEEPS ROSES . . . FLOWERS . . . FRUITS . . . VEGES . . . DRY . . . SWEET . . . SPICY  
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PERENNIALS—LINING OUT STOCK  
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ORNAMENTALS . . . TREES  
SHRUBS . . . EVERGREENS  
ROCK GARDEN PLANTS  
Write for catalogue and lists.  
NAPERVILLE NURSERIES, Naperville, Illinois

## LITERATURE

**Annuals in the Garden**—By H. Stuart Ortloff, Landscape Architect. Cloth, 8vo., pp. 88, seventeen full-page illustrations with planting key to many of the garden layouts. Postpaid: \$1.25 Rochester, N. Y.; American Fruits Pubg. Co.

This little book by the author of "Perennial Gardens" is a brief but complete guide with trustworthy information for the home owner on how to get the best results with annuals. Though written especially for the amateur it is of value to the Nurseryman in suggesting attractive layouts in which to interest prospective customers.

The author suggests many new ideas of garden layout and design for using the popular annuals in the garden scheme. The use of annuals for cutting, for fragrance, for bedding, for filling in among perennials, for keeping the garden in bloom and even in connection with rock gardens which have found so much favor of late, is fully covered by the author.

Just the type of a book to sell a customer with his order of Nursery stock. It should bring back that same customer for annuals to beautify his garden in one of the many novel ways suggested. It is a Macmillan publication.

**Planning and Planting the Home Garden**—By Pauline Murray. Cloth, 8vo., pp. 448, 365 drawings and 31 full page photographs. Postpaid: \$3.50, Rochester, N. Y.; American Fruits Pubg. Co.

This Orange Judd publication is a popular handbook containing concise and dependable information designed to help the makers of small gardens. The great number of drawings cover every conceivable home landscape problem that might arise. The simple manner in which the volume is written makes it easily understood by even the most inexperienced. The occasion of planning and planting the home garden becomes a fascinating subject and one which is carried on with confidence when based on Mrs. Murray's observations, suggested practices, arrangements and plants, and attention to warnings given against numerous common errors.

The book covers thoroughly every department in the garden, and stands forth as a guide to beauty of arrangement, economy of outlay, permanence of investment, and a source of joy in home surroundings, development and maintenance.

A very fine catalogue is that of A. E. Wohler, Narberth, Pa., entitled "Flowering Trees of the Orient." It is more than the usual catalogue; it is a valuable and interesting reference work very distinctly divided into two parts: Part 1, the history, description and development of Oriental flowering trees, part 2, the price list for 1932. It is a production well worth adding to the Nursery book shelf.

**Christmas Holly Production**—Circular 56 "Culture of Christmas Holly," issued by the State College of Washington, Western Wash. Experiment Station, Puyallup, Wash., gives information on soil and climatic requirements, propagation, culture and important points about cutting, packing and shipping.

**Catalogues Just Received**—The 1932-3 catalogue of **Swane Bros.**, Ermington, N. S. W., Australia, Fruit Trees, Roses, etc. In the introductory note they say: "It is not our desire to catalogue useless varieties, therefore we have discarded many varieties in both Fruit Trees and Rose Plants." Their terms are "strictly net cash." The rose listing is very complete.—Bulletin No. 10, **Jackson & Perkins Company**, Newark, N. Y., entitled "Once in a Life Time," advising that such an opportunity to buy at lowest prices in years may not come again. **Herbst Brothers, Inc.**, New York City, agents for T. Sakata & Co., Yokohama, Japan, with special announcements of Sakata's New Discovery "All-Double Giant Fringed Petunia," attractively illustrated in black and white. Sakata claims 100% double-flowering for its novelty.—**Thomsen Nursery Co.**, Mansfield, Pa., growers of new and rare plants, with special announcement on the new Thomsen Blue spruce.

**Insects and Diseases of Ornamental Trees and Shrubs**—By E. P. Felt and W. H. Rankin, Cloth, 8vo, pp. 507, 243 illustrations, to be published June 7th. Postpaid: \$5.00, Rochester, N. Y.; American Fruits Publishing Co.

This Macmillan publication by authors who are well versed in the subject and both of whom have written individually books along similar lines, gives authoritative, up to date information on the protection of trees from the ravages of diseases and insects, and methods of curing such trees so affected. The book also contains the latest information on how to prevent the depredations of the pests of ornamentals by spraying, tree surgery, and general care to insure good health of these plants.

The book is a combination of the two



Use this highly successful weevil eradicator around cutting beds, evergreens and ornamental plants.

"Effective Rain or Shine"

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separate earlier works of the authors, Felt's "Manual of Tree and Shrub Insects" and Rankin's "Manual of Tree Diseases," completely rewritten, rearranged for quick reference, and brought entirely up to date.

The authors are outstanding authorities in their respective fields, and both have had years of actual experience and have answered thousands of questions from amateurs on the subjects covered in this book.

It is a timely and practical compilation of vital information and one of the important additions to the Rural Science Series edited by Dr. L. H. Bailey.

### Baldwin Succeeds Commissioner Pyrke

Berne C. Pyrke, Commissioner of Agriculture of New York State, will be removed from office July 1st; his successor will be Charles Hilliard Baldwin who has been director of institutional farms the last eleven years, and has been connected with the Department for eighteen years.

The removal of Pyrke was declared to be the result of political pressure. It was explained that the State Council of Agriculture and Markets had not found fault with Mr. Pyrke's official record but had acted on complaints regarding his political activities covering a period of several years. The complaints, it was said, were not alone from political sources, but came from agricultural interests professing to be offended because Mr. Pyrke, in pursuance of political activities in behalf of Governor Roosevelt and former Governor Smith had not given proper attention to agricultural problems.

Numerous items regarding attractive displays of Nursery stock by Sears & Roebuck stores have been appearing in the press. The Boston store outdoor display was in charge of four qualified Nursery experts.

### Lining Out Stock

One of the most complete lists published of EVERGREEN and DECIDUOUS TREES and SHRUBS. SEEDLINGS, CUTTINGS, GRAFTS and TRANSPLANTED STOCK. Write for copy.

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Established 1878  
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# Survival of the Fittest Will Be the Result

**Says Eugene Howard, Former President S. W. N. A., If General Fundamental Principles Are Not Adhered To—Nursermen Entitled To Some Reward**

From a point of retail sales the questions of replacements, planting costs, guarantees and discounts, should be settled. There should be a definite policy and understanding regarding these things. If some of us guarantee unconditionally that every plant will live or be replaced free, make no charge for the labor and experienced time necessary to properly plant shrubs, and give all sorts of unreasonable discounts from our prices in order to close a deal, we may be certain that it will not be long until these prices will be the general rule. When it becomes the general rule there is no advantage to anyone, and our responsibilities are increased enormously.

Certainly we should not replace at less than half price stock that dies after transplanting, if we deliver stock in good condition and properly handled. It is perfectly reasonable and fair to the buyer to assume at least part of the responsibilities for loss, because such losses depend largely on the intelligent care of the plants after transplanting, which is beyond your control.

Planting cannot be done free. The labor and time necessary to properly plant should be charged for, and it is not proper to conceal this charge in the cost of plants.

Discounts should be based on quantity, and the amount should be definitely understood and agreed to be allowable, and, certainly, discounts should not be secretly given in the name of special favors. You can't build confidence with your competitor if you resort to secret favors and promises, and without confidence you cannot stabilize prices. It is degrading to yourself, and your business, and reflects on the entire profession for you not to have any definite, fixed price on your plants and labor. Certainly a discount is allowable for cash, but it should be a definite amount and applicable in every cash transaction.

If we want to make lower prices, let them apply to every one alike and be the general rule. Certainly if these general fundamental principles are not adhered to we may be sure that we will be operating on a basis only of the survival of the fittest. There should be some allowance for good service, good material and satisfactory results, and certainly you are entitled to some reward.

A new wax preparation that resembles paraffin—Gelowax—is announced by Glyco Products Company, Brooklyn, N. Y. Described as more adhesive, higher melting, more viscous when melted, more water-resistant and more flexible in their films, than paraffin, it is suggested as of interest for the coating of trees, plants, etc.

**Millane Nurseries**, Cromwell, Conn., specializing not only in landscape and Nursery work, but also in tree surgery, won a gold medal and a cash prize of \$750 at the recent National Flower & Garden Show, with their 30 ft. exhibit of a wooded glen with waterfall.

## Nursery For Sale

Due to the death of owner. Old established Nursery, with good business in large fruit and orchard district.

Write A-120, care "American Nurseryman".

## Trade Catalogues Highly Praised

In the recently conducted contest by Postage and the Mailbag as to the best seed and Nursery catalogues, first prize was given to Stumpf & Walter Co., New York City, for the best flower seed catalogue "without question." The opinion of the judges was simply that "everything is right about it."

The judges also picked the catalogues of the following Nurseries as being excellent, outstanding productions: D. Hill Nursery Co., Dundee, Ill.; Chase Bros. Co., Rochester, N. Y.; Paul J. Howard's Horticultural Establishment, Los Angeles, Cal.; Hillenmeyer Nurseries, Lexington, Ky.

The educational booklets, "Home Landscapes" by Holm & Olson, Inc., St. Paul, Minn.; and "How to Grow Big Dahlias" by Downs Dahlia Farms, Clayton, N. J., won special mention.

Many other Nursery catalogues were listed as being of merit.

It is the opinion of the judges that seed and Nursery catalogues have improved greatly in the past few years. They stress the following characteristics of a good catalogue:

An attractive cover, which should picture the product and use the beauty appeal.

Colored illustrations, preferably scattered through the book as attention arresters.

Explanations of uses of flowers—layouts, plans, etc.

Text matter that is comprehensive and gives clear climatic and planting descriptions.

Prices that are clearly stated for each item.

Quality paper, to reproduce half tones effectively. Quantity should be sacrificed, if necessary to get quality.

Easily understood order blanks, that are attached to make ordering easier.

Several extra copies should be included.

A self-addressed return envelope enclosed or attached.

A good mailing envelope, pleasingly designed, to protect the catalogue from damage in transit and to give it a good first impression.

It was recommended that some of the best catalogues be included in the educational exhibit of the annual convention of Direct-Mail Advertisers to be held in New York City next October.

At the National Rose Society's Spring Show, Westminster, England, Messrs. W. C. Slocock, Ltd., Woking, exhibited the new rose developed by Jackson & Perkins Co.—"Blaze." Gold medal went to "Sir Henry Segrave" rose, exhibited by Alex Dickson & Sons Ltd., Newtonards; the Certificate of Merit to "Picture," exhibited by S. McGredy & Sons, Portadown.

**Mansfield, Ohio, Nursery**, specializing in all kinds of landscaping as well as growing a complete line of evergreens, roses, rock plants and hardy shrubbery, was established last month. The manager, A. C. Tuttle, was formerly located in Perry, Ohio, where he was associated with one of the largest Nurseries in that section.

**Nurseries Exhibit at Flower Show**—Bunting's Nurseries, Selbyville, Dela., Conard-Pyle Co., West Grove, Pa.; and Harrison Nurseries, Berlin, Md., were among exhibitors in the professional class, at the Dover, Dela., Garden Club annual flower show May 27-28. Some of the prizes offered to amateur gardeners were donated by Lovett's Nurseries, Conard-Pyle Co., and others.

## New Insecticidal Discovery

A new insecticide for Red Spiders—Selocide—is being put on the market by the McLaughlin Gormley King Co. of Minneapolis. This new killing agent which has just been introduced is potassium, ammonium, seleno—sulfide. Its insecticidal value was discovered by C. B. Gnadinger of the Minneapolis concern.

Mr. Gnadinger is already well known because of his original research work in perfecting the insecticide, Ever Green, the well known pyrethrum spray. His experimental work on Ever Green was carried out in the McLaughlin Gormley King laboratories which have specialized in pyrethrum work since 1901.

In perfecting Selocide, new insecticide for Red Spiders, Mr. Gnadinger had to go far afield in his research activities to find the killing agent which would control Red Spider. Several hundred compounds were tested in the McLaughlin Gormley King Company laboratories. Finally, it was discovered that selenium compounds acted as a positive killing agent against Red Spiders. Selenium was previously used for transmitting photographs by wire. Now the McLaughlin Gormley King Company is using the same compound as its basic killing agent in the new insecticide, Selocide.

## Soil Erosion Toll

The plant food removed from the fields and pastures of America every year by erosion is at least twenty-one times more than that removed by the crops harvested, says the United States Department of Agriculture.

The plant food taken by crops can be restored in the form of fertilizer, but that taken by erosion can not be restored, because this ruinous process takes the whole body of the soil, plant food and all. Land impoverished strictly by plant food depletion, as sometimes results from continuous growing of the clean-tilled crops, is not worn-out land; the only worn-out land is that which has been so badly washed by erosion that it would be entirely futile to undertake its reclamation.

The importance of tree planting to check soil erosion has been stressed in these columns from time to time.

**Radio Broadcasting**—On May 25th at 6:15 a. m. over Station WLS, Chicago; and on May 26th, 7:00 a. m. over Station WFNA, Dallas, Tex., the Caterpillar Tractor Company gave a very interesting 15-minute broadcast—a trip to South Carolina bulb plantation picturesquely described by the "Caterpillar Man," interspersed with fine music by a quartet featuring Southern and plantation melodies. The broadcast cleverly portrayed the drama of the Caterpillar Tractor at work on "land so swampy it quivers like a tub of jelly." This South Carolina bulb farm, Buckfield Plantation at Yemassee, with a marketable crop of from 5 to 10 million bulbs a year, operates 20 Caterpillar tractors for every job from logging and road building to seedbed preparation and bulb digging.

The new Nursery of the West Allis, Wis., park board is upon a site leased for five years, with privilege of buying at the end of that period, rental costs to apply on purchase price. Removal of 272 shrubs and 10,578 trees and saplings from the old to the new Nursery has been completed.

**Incorporations**: **Faneuil Hall Nurseries, Inc.**, Boston, 5000 shares no par stock, J. J. Leonard, J. N. Queit, H. I. Queit.—**Woodworth Nursery Co.**, Woodworth, Ohio, 100 shares no par, Kaufman & Neilson, Youngstown.—**Brookside Nursery, Inc.**, Wayne, N. J., Newark & Pompton Turnpike, \$50,000, August M. Basile.

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AMERICAN ALPINES IN THE GARDEN by Anderson McCully. Each one of 535 plants is described so that you can tell quickly if it is suited to your conditions. Explicit directions for making a rock garden; 262 pages, 19 photographs. \$2.50 postpaid.

AMERICAN GRAPE GROWING MANUAL by U. P. Hedrick. Covers whole field of grape growing in America, including species, propagation, pests, marketing, grape products; 458 pages. \$3.00 postpaid.

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ANNUALS IN THE GARDEN by H. S. Orloff. Brief but complete and trustworthy information for the home owner on how to get best results with annuals, 88 pages, 17 keyed planting plans. \$1.25 postpaid.

AZALEAS AND CAMELLIAS by H. Harold Hume. Covers varieties, care and cultivation. 90 pages. \$1.50 postpaid.

CYCLOPEDIA OF HARDY FRUITS by U. P. Hedrick. Describes varieties of hardy fruits grown in North America; 370 pages, 351 illustrations. \$6.00 postpaid.

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ELEMENTS OF PLANT SCIENCE by C. J. Chamberlain. An introduction to the study of plants by one with experience in imparting knowledge of principles of plant culture of practical value. 394 pages, 321 illustrations. \$1.90 postpaid.

EVERGREENS by F. F. Rockwell. Covers principles of good design, care in selecting proper sorts and proper attention after they are planted; 83 pages, illustrated. \$1.00 postpaid.

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